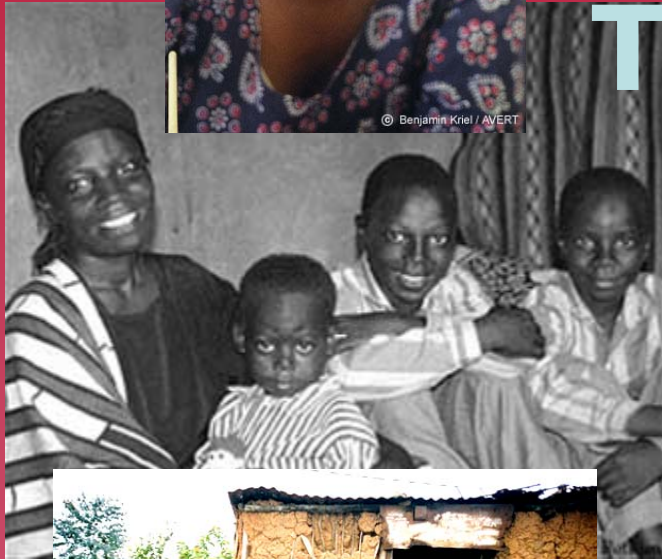




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# The Micro Finance Industry Communication Plan

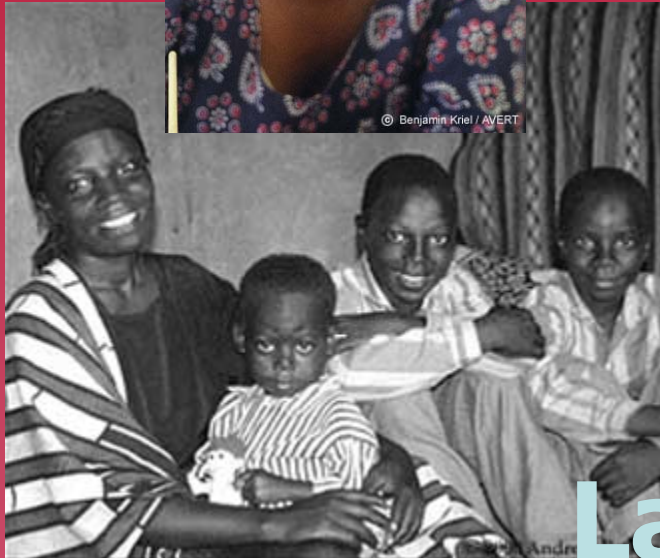


# To Be Achieved Brand Building

## Communication Strategy

### Launch of The MF CS

### A Year Plan



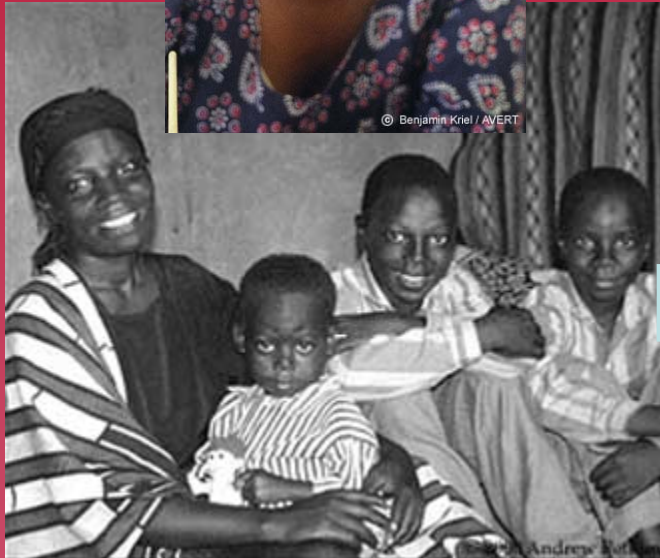
# Elements

IEC/BCC

Brand Positioning

Target Audiences

Media: Above/Below



IEC/BCC

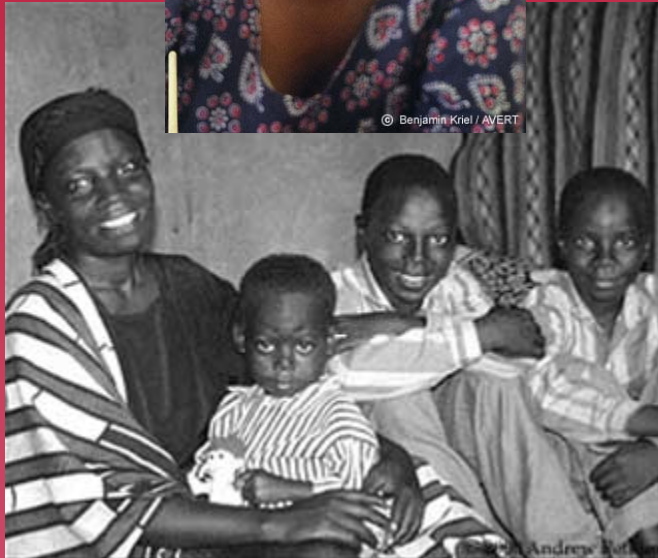
Needs Assessment

Learning

Empowering

Modification

Change





# Target Audiences Stakeholders

The Media  
Consumers  
MFI Operators  
Bankers  
Policy Makers  
Local Government  
Members of Parliament



# Campaign

Audience Analysis

Brand Positioning

Materials – Above/Below

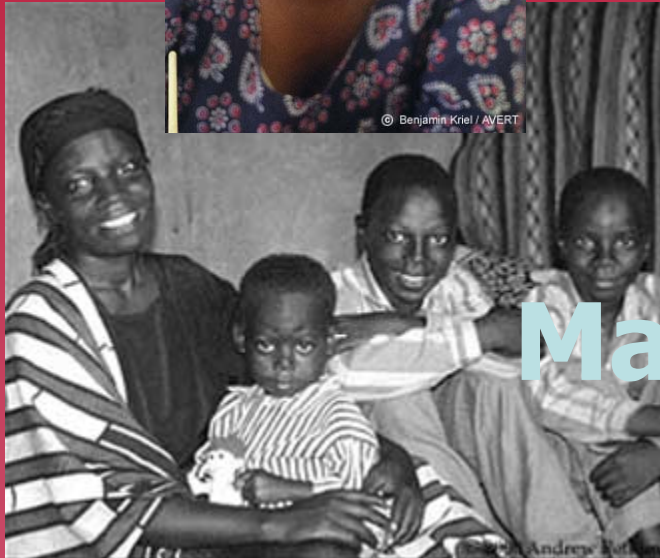
SSRM<sup>®</sup>

Quarterly Reviews

M & E

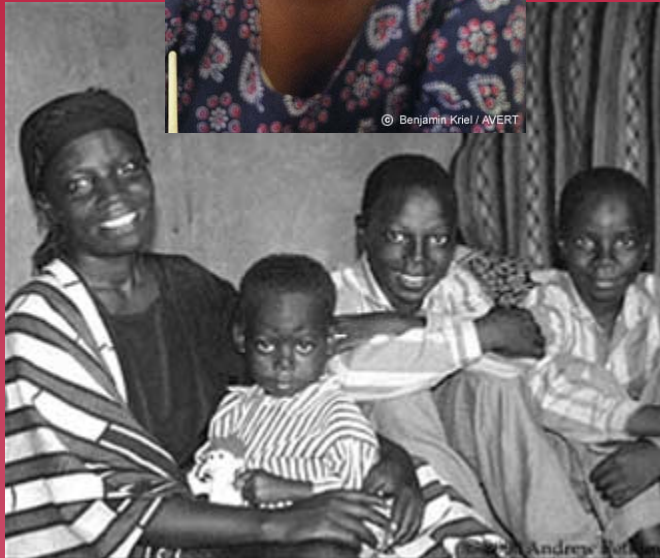


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# Strategic Stakeholder Relationship Management



# Year Plan

Audience Analysis  
Communication Strategy  
Quarterly Review  
Stakeholder Workshops  
Donor Workshops  
MF Sector  
Documentaries  
Best Practices Material







**Thank You**

